



# PROCEEDINGS

## International Seminar

LANGUAGE MAINTENANCE AND SHIFT II

July 5-6, 2012



Master Program in Linguistics, Diponegoro University  
in Collaboration with  
Balai Bahasa Jawa Tengah



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Editors:

Agus Subyanto

Mualimin

Prihantoro



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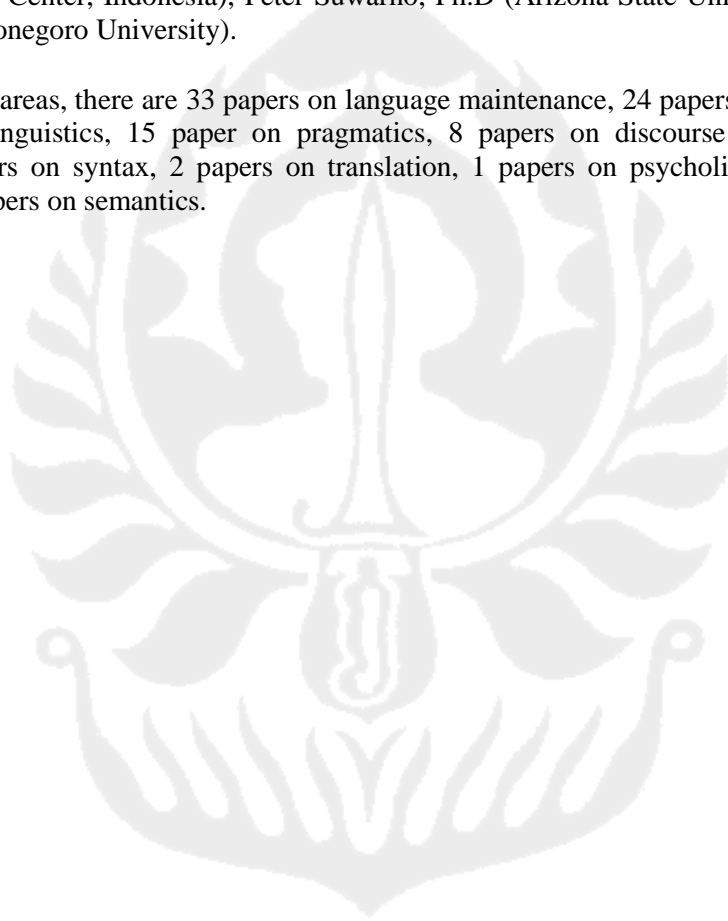
## **Editors' Note**

This international seminar on Language Maintenance and Shift II is a continuation of the previous international seminar with the same theme conducted by the Master Program in Linguistics, Diponegoro University in July 2011. We do hope that the seminar with this theme can become a yearly program of the Master Program in Linguistics, Diponegoro University, as we see that this topic still needs our serious attention due to the inevitable impact of globalization on the life of indigenous languages.

We would like to thank the seminar committee for putting together the seminar that gave rise to this collection of papers. Thanks also go to the head and secretary of the Master Program in Linguistics Diponegoro University, without whom the seminar would not have been possible.

The table of contents lists all the papers presented at the seminar. The first five papers are those presented by invited keynote speakers. They are Prof. Dr. Hanna (Balai Bahasa Provinsi Sulawesi Tenggara, Indonesia), Prof. Dr. Bambang Kaswanti Purwo (Atma Jaya Catholic University, Indonesia), Dr. Sugiyono (Language Center, Indonesia), Peter Suwarno, Ph.D (Arizona State University), and Herudjati Purwoko, Ph.D (Diponegoro University).

In terms of the topic areas, there are 33 papers on language maintenance, 24 papers on language learning, 19 paper on sociolinguistics, 15 paper on pragmatics, 8 papers on discourse analysis, 8 paper on morphology, 2 papers on syntax, 2 papers on translation, 1 papers on psycholinguistics, 1 papers on phonology, and 1 papers on semantics.



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SCHEDULE OF THE INTERNATIONAL SEMINAR LANGUAGE MAINTENANCE AND SHIFT II			
TIME	NAME	TITLE	ROOM
07.30 - 08.20 WIB	REGISTRATION		LOBBY
08.20 - 08.45 WIB	OPENING		PAKOEBUWONO
08.45 - 10.45 WIB	PLENARY 1		PAKOEBUWONO
	Hanna	BAHASA DAERAH PADA ERA GLOBALISASI PELUANG DAN TANTANGANNYA	
	Sugiyono	PENANGANAN BAHASA DAERAH: SEBUAH TANTANGAN	
10.45 - 11.00 WIB	COFFEE BREAK		PAKOEBUWONO
11.00 - 12.30 WIB	PARALLEL 1 A		ROOM A
	Asih Prihandini, Deny Nugraha	REVITALISASI BUDAYA NGA-DONGENG LEWAT TEKNOLOGI INFORMASI SEBAGAI UPAYA PELESTARIAN BUDAYA TUTUR (SASTRA LISAN) DIKALANGAN KELUARGA SUNDA MODERN	
	Deni Karsana	MENGURAI DILEMA BAHASA KAILI DITENGAH ARUS GLOBALISASI	
	Dwi Wulandari	THE IMPORTANCE OF POSITIVE LANGUAGE ATTITUDE IN MAINTAINING JAVANESE LANGUAGE	
	Zubaedah Wiji Lestari & Muhamad Qushoy	PERSON DEIXIS IN SUNDANESSE JOKES (THE ANALYSIS OF CANGEHGAR IN “BASA CINA” AND “ASAL-USUL” EPISODES)	
11.00 - 12.30 WIB	PARALLEL 1 B		ROOM B
	I Dewa Putu Wijana	PERANAN BAHASA-BAHASA DAERAH DALAM PERKEMBANGAN BAHASA GAUL REMAJA INDONESIA	
	Indah Arvianti	KARONESSE INTERFERENCE IN INDONESIAN AS THE REFLECTION OF KARONESSE MAINTENANCE	
	Hendarto Supatra	LANGUAGE ATTRITION IN JAVA (SOME NOTES ON THE PROSSES OF JAVANESES LANGUAGE LOSS)	
	M.Oktavia Vidiyanti	PANDANGAN WONG USING BANYUWANGI TERHADAP BAHASA USING: KAJIAN PEMERTAHANAN BAHASA	
11.00 - 12.30 WIB	PARALLEL 1 C		ROOM C
	Muhammad	SASAK LANGUAGE AND TINDIH MAINTAINING	
	Ngadiso	MAINTAINING JAVANESE LANGUAGE AND CULTURE TO SUPPORT CHARACTER EDUCATION IN GLOBALIZATION ERA	
	M. Suryadi	KERAPUHAN PENGGUNAAN BAHASA JAWA PADA KELUARGA MUDA JAWA PERKOTAAN	
	Yune Andryani Pinem	PEMERTAHANAN BAHASA VS PERUBAHAN BAHASA PADA CAKAP KARO DI TANAH KARO, SUMATERA UTARA	
11.00 - 12.30 WIB	PARALLEL 1 D		ROOM D
	Rukni Setyawati	ASPEK SOSIAL BUDAYA, DAN KEPERIBADIAN INDIVIDU SEBAGAI JEMBATAN PEMERTAHANAN BAHASA IBU	
	Swany Chiakrawati	MAINTAINING INDIGENOUS LANGUAGE THROUGH UNDERSTANDING THE PHILOSOPHY AND CULTURE (THE PROBLEM IN MAINTAINING ‘FUKIEN (HOKKIEN)’ AND ‘HAKKA’ DIALECTS AS INDIGENOUS LANGUAGE AMONG OVERSEAS CHINESE SOCIETY IN MEDAN, NORTH SUMATERA)	
	Teguh Sarosa	THE DYING PHENOMENON OF JAVANESE LANGUAGE USE IN ITS SPEECH COMMUNITY	
	Prihantoro	ON MONITORING LANGUAGE CHANGE WITH THE SUPPORT OF CORPUS PROCESSING	
12.30 - 13.30 WIB	BREAK		PAKOEBUWONO

*International Seminar “Language Maintenance and Shift II”, July 5-6, 2012*

TIME	NAME	TITLE	ROOM
13.30 - 14.30 WIB	Aan Setyawan	PATTERNS OF LANGUAGE CHOICE IN SEMARANG SOCIETY; STUDY ABOUT LANGUAGE SHIFT AND MAINTENANCE	ROOM A
	Abadi Supriatin	PENGUNAAN KOSA KATA DALAM BAHASA TEGAL	
	Agnes Widyaningrum	PRESERVING AND MAINTAINING NATIVE TONGUE THROUGH CULTURAL EXPOSURE	
	Andi Rizki Fauzi	THE EFFECTIVENESS OF JAVANESE AS A COMPULSORY LOCAL CONTENT SUBJECT IN THE PRIMARY EDUCATION CURRICULUM TO MAINTENANCE THE JAVANESE LANGUAGE IN JAVA	
13.30 - 14.30 WIB	Anggi Riris Pawesty	THE IMPLICATION OF BEHAVIOURISM THEORY IN TEACHING GRAMMAR FOR ELEMENTARY STUDENTS	ROOM A
	Anik Widyastuti	LANGUAGE CHOICE IN MULTILINGUAL COMMUNITIES	
	Barans Irawan Palangan	INTRODUCING TRANSLATION ACTIVITY: AN IMPLEMENTATION OF LANGUAGE MAINTAINENCE IN CLASSROOM	
	Bening Angga Dita	USING CONSTRUCTIVIST METHOD TO TEACH HORTATORY EXPOSITION FOR GRADE 8 OF JUNIOR HIGH SCHOOL STUDENTS	
13.30 - 14.30 WIB	Casiyah	THE ROLE OF KYAI IN JAVANESE LANGUAGE MAINTENANCE	ROOM B
	Dewi Puspitasari	LAGU DOLANAN ANAK ALTERNATIVE SONGS IN TEACHING JAVANESE LANGUAGE FOR CHILDREN	
	Didit Kurniadi	TEACHING ENGLISH AS A FOREIGN LANGUAGE IN VOCATIONAL HIGH SCHOOL USING CONSTRUCTIVISM APPROACH	
	Euis Kurniasih	RAGAM BAHASA DALAM UPACARA PRA-NIKAH ADAT SUNDA “NGEUYEUK SEUREUH”	
13.30 - 14.30 WIB	Fider Saputra T	LANGUAGE POLITENESS	ROOM C
	Hamza Aabeed .K.	LANGUAGE MAINTENANCE AND SHIFT	
	Hazairin Eko Prasetyo	PRESERVING INDIGENOUS LANGUAGES THORUGH A MORE INTEGRATED NATIONAL CULTURAL STRATEGY	
	I. Maria Hendrarti	NARRATIVE DISCOURSE: HYBRID CONSTRUCTION AND DOUBLED VOICE IN EUDORA WELTY’S <i>THE OPTIMIST’S DAUGHTER</i>	
13.30 - 14.30 WIB	Hetty Catur Ellyawati, Muhammad Arief Budiman	WOMAN REPRESENTATION AT BUMPER STICKERS ON THE BACKS OF DUMP TRUCKS	ROOM D
	Ignatius Maryoto	THE LETTER OF SECURITY COUNCIL ON “NO FLYING ZONE” IN THE POINT OF VIEW OF METHAPORIC ANALYSIS	
	Ikha Adhi Wijaya	TRANSITION THROUGH ACCULTURATION AMONG ENGLISH AND INDONESIAN LANGUAGE, AND HOW IS ABOUT OUR IDENTITY ?	
	Indriani Triandjojo	LOCAL LANGUAGE MAINTAINCE: CASE STUDY IN A. HADIWIDJAJA FAMILY	
13.30 - 14.30 WIB	Izzati Gemi Seinsiani	THE LEARNERS’ ATTITUDE TOWARD JAVANESE LANGUAGE SUBJECT AS ONE OF JAVANESE’S LANGUAGE MAINTENANCE EFFORT	ROOM A
	Johanes Sutomo	INTRODUCING JAVANESE WEBLOGS ENHANCES PARTICIPATION TOWARDS JAVANESE DISCOURSE	
	Khairi Zaglom	USE OF COHESIVE FEATURES IN ESL STUDENTS’ E-MAIL AND WORD-PROCESSED TEXTS: A COMPARATIVE STUDY	
	Kharisma Puspita Sari	SPEECH LEVEL PATTERN AND REFERENCE/ DEIXIS BASED ON SOCIAL STATUS CLASSIFICATION OF JAVANESE LANGUAGE USING (A STUDY ABOUT TRADITION AS INFLUENCE IN ISLAMIC ANCIENT BOARDING SCHOOL/PONDOK PESANTREN SALAFI LANGUAGE STYLE)	

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	Maria Theresia Priyastuti	PROSES ADAPTASI PENYERAPAN KOSAKATA BAHASA INGGRIS KE DALAM BAHASA INDONESIA : SEBUAH KAJIAN MORFOLOGI	
	Maria Yosephin Widarti Lestari	INFLECTIONAL MORPHEMES IN ENGLISH COMPARED WITH BAHASA INDONESIA AND BASA SUNDA	
13.30 - 14.30 WIB	Mas Sulis Setiyono	HOW TO PREVENT JAVANESE FROM LANGUAGE LOSS	ROOM C
	Meka Nitrit Kawasari	'NGURI – NGURI BUDAYA JAWA' MELALUI PEMERTAHANAN PENGGUNAAN BAHASA JAWA DI MEDIA MASSA	
	Milad Ali Milad Addusamee	LANGUAGE CHOICE IN CODE-MIXING AND CODE-SWITCHING APPROACH, A CASE OF STUDY IN SOCIOLINGUISTICS REFERS TO THE EFFECTIVENESS OF USING MULTIPLE-LANGUAGE IN TEACHING METHOD	
	Nurul Adhalina	JAVANESE VS. ENGLISH: POSITIVE AND NEGATIVE CONSEQUENCES ON LEARNERS	
13.30 - 14.30 WIB	Peni kustiati	LINGKUNGAN SEBAGAI SARANA PEMBELAJARAN BAHASA INDONESIA	ROOM D
	Ratih Kusumaningsari	KAJIAN SOSIOLINGUISTIK TERHADAP RAGAM BAHASA PERCAKAPAN PADA HARIAN SOLOPOS (KAJIAN ATAS RUBRIK "AH...TENANE")	
	Rayda Ary Ana	THE IMPLICATION OF FUNCTIONAL THEORY IN TEACHING READING A DESCRIPTIVE TEXT FOR MIDDLE AGE STUDENTS (FUNCTIONAL COMMUNICATION ACTIVITIES IN LANGUAGE TEACHING)	
	Rezqan Noor Farid	BAHASA BANJAR: ITS VARIETIES AND CHARACTERISTICS (A CONCEPTUAL DESCRIPTION OF BAHASA BANJAR IN SOCIOLINGUISTICS POIN OF VIEW)	
13.30 - 14.30 WIB	Rika Rahma Anissa	THE REAL ACTIONS OF YOUNG GENERATION IN MAINTAINING JAVANESE LANGUAGE IN THE GLOBALIZATION ERA	ROOM A
	Saidatun Nafisah	THE PATTERNS OF CODE SWITCHING IN TEACHING AND LEARNING <i>KITAB KUNING</i> AND ITS IMPLICATIONS TO THE JAVANESE LANGUAGE MAINTENANCE	
	Sari Kusumaningrum	ENCOURAGING CHILDREN IN LEARNING ENGLISH COMMUNICATIVELY BY USING SOME FUN ACTIVITIES IN THE CLASSROOM	
	Setiawan Bayu Nugroho	DESIGNING SPEAKING TEST BETWEEN PERFORMANCE TEST AND IMITATIVE TEST FOR DEVELOPING VOCABULARY COMPETENCE	
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	Sri Sulihingtyas Drihartati	PEMERTAHANAN BAHASA BELANDA MELALUI UJIAN INTEGRASI	
	Suharyo	POLA PEMILIHAN BAHASA DI KALANGAN PENUTUR JAWA KOTA SEMARANG	
	Tri Pramesti	TWILIGHT AND INDONESIAN YOUNG ADULT FICTION <i>TUILET'</i> : A PARODY	
13.30 - 14.30 WIB	Umi Jaroh	MENULIS MENINGKATKAN KECERDASAN LINGUISTIK	ROOM C
	Uniwati	LAGU WULELE SANGGULA MENUJU KEBERTAHANAN BAHASA IBU	
	Widyashanti Kunthara Anindita	THE IMPLICATION ON TEACHING EFL (ENGLISH FOREIGN LANGUAGE) READING FUN TO VARIOUS LEVELS OF INDONESIAN STUDENTS	
	Wiwik Wijayanti	ANALISIS KONTRASTIF MONOLINGUAL BAHASA INDONESIA	

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	Yessi Aprilia Waluyo	PRESERVING AND PROTECTING JAVANESE LANGUAGES BY APPLYING CODE SWITCHING AND CODE MIXING IN TEACHING ENGLISH IN CLASSROOM (SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE ASSIGNMENT OF PRAGMATICS)	
	Yohana Ika Harnita Sari	THE APPLICATION OF FUNCTIONAL APPROACH IN STANDAR KOMPETENSI LULUSAN (SKL) UJIAN NASIONAL SMP/MTsOF ENGLISH IN ACADEMIC YEAR 2011 – 2012	
14.30 - 16.00 WIB	<b>PARALLEL 2 A</b>		ROOM A
	Arapa Efendi	AM I A TROUBLE MAKER? FILLER WORDS IN SPONTANEOUS SPEECH; STRATEGIES OR INTERFERENCE (PRELIMINARY STUDY)	
	Isry Laila Syathroh	TEACHING RHETORICS THROUGH LANGUAGES IN ADVERTISEMENTS	
	Juanda, Nungki Heriyati	BUKA PINTU: BUHUN YANG TIDAK SELALU TERISTIMEWAKAN	
	Katharina Rustipa, Abbas Achmad Badib, Djoko Sutopo	THE FLOWS OF IDEAS OF ENGLISH ARGUMENTS BY INDONESIAN WRITERS FOUND IN THE OPINION FORUM OF THE JAKARTA POST: AN INDICATION OF LANGUAGE SHIFT	
14.30 - 16.00 WIB	<b>PARALLEL 2 B</b>		ROOM B
	Lalu Ari Irawan	ENGLISH LANGUAGE LEARNING THROUGH THE CULTURE OF LEARNER'S INDIGENOUS LANGUAGE	
	Naniek Kuswardhani, Retno Budi Wahyuni	ENGLISH LEARNING STRATEGIES FOR TOURISM MANAGEMENT STUDENTS WITH MULTI CULTURAL BACKGROUND AT BANDUNG INSTITUTE OF TOURISM	
	Sonezza Ladyanna	SALAM DALAM BEBERAPA BAHASA DI DUNIA	
	Sri Murtiningsih	BUILDING CROSS – CULTURAL COMPETENCE TO IMPROVE ENGLISH EFFECTIVE COMMUNICATION	
14.30 - 16.00 WIB	<b>PARALLEL 2 C</b>		ROOM C
	Suharno, Abbas A. Badib, Joko Sutopo	CITATION AND TENSE FOR REVIEWING PREVIOUS RESEARCH IN THE INTRODUCTION SECTION OF ENGLISH SCIENCE JOURNALS BY NON-NATIVE SPEAKERS.	
	Syaifur Rochman	CORPORAL PUNISHMENT IN SCHOOLS BASED ON THE STUDENT'S CULTURAL VALUES (A SURVEY OF CORPORAL PUNISHMENT IN SCHOOLS EXPERIENCED BY STUDENTS OF ENGLISH LANGUAGE AND LITERATURE DEPARTMENT, JENDERAL SOEDIRMAN UNIVERSITY)	
	Luita Aribowo	AFASIOLOGI: PERSPEKTIF LINGUISTIK	
	Dahlya Indra Nurwanti	ANALYZING THE WORD CHOICE IN RELATION TO THE SEMANTIC ADJUSTMENT IN THE ENGLISH-INDONESIAN TRANSLATION OF DISNEY'S DONALD DUCK SERIAL COMIC BOOK	
14.30 - 16.00 WIB	<b>PARALLEL 2D</b>		ROOM D
	Ajeng Dianing Kartika	ANALISIS PRAGMATIK TEKS HUMOR POLITIK PADA SITUS WWW.KETAWA.COM	
	Daniel Ginting	THE RHETORICAL STRUCTURE AND COMMUNICATIVE STRATEGIES OF THE STUDENTS' REQUESTS IN THE WEB DISCUSSION FORUM	
	Muhamad Ahsanu	THE IMPLICATURE AND VIOLATIONS OF CONVERSATIONAL MAXIMS IN INDONESIAN ADVERTISEMENTS	
	Agus Hari Wibowo	PHONOLOGICAL PROCESS IN INDONESIAN SPEECH (CASE OF ASSIMILATION AND ELISION IN INDONESIAN)	
16.00 - 16.30 WIB	<b>COFFEE BREAK</b>		PAKOEBUWONO

TIME	NAME	TITLE	ROOM
16.30 - 18.00 WIB	PARALLEL 3A		ROOM A
	Prima Hariyanto	KATA BERINFIKS DALAM BAHASA INDONESIA	
	Surono	UNIVERSAL NASAL ASSIMILATIONS IN MONOMORPHEMIC AND POLYMORPHEMIC WORDS ACROSS LANGUAGES	
	Yusup Irawan	AMBANG KONTRAS AKUSTIK INTONASI KALIMAT DEKLARATIF-INTEROGATIF DALAM BAHASA SUNDA	
	Maryanti E. Mokoagouw	WACANA MOB PAPUA: KAJIAN EKOLINGUISTIK DIALEKTIKAL	
16.30 - 18.00 WIB	PARALLEL 3 B		ROOM B
	Deli Nirmala	EMBODIED EXPERIENCES IN METAPHORS IN BAHASA INDONESIA	
	Hyunisa Rahmanadia	KOSAKATA WARNA DALAM BAHASA SUNDA KANEKES	
	Rizki Hidayatullah, Septi Mustika Sari	KONSEP WANGI DALAM JANGJAWOKAN MINYAK SEUNGIT: KAJIAN ANTROPOLINGUISTIK DI DESA JATISARI, KECAMATAN JATISARI, KABUPATEN CIANJUR	
	Chusni Hadiati	THE CHARACTERISTICS OF BANYUMASAN CONVERSATIONAL IMPLICATURES	
16.30 - 18.00 WIB	PARALLEL 3 C		ROOM C
	Oktiva herry Chandra	JAVANESE AFFECTIVE WORDS IN TERM OF DDRESS	
	Mytha Candria	A RELEVANCE-THEORETIC ANALYSIS OF PARALLELISM IN MUSTOFA BISRI'S "SIAPA MENYURUH"	
	Yovita M. Hartarini	PEMERTAHANAN LOGAT BAHASA IBU DI WILAYAH KOTA KENDAL	
	Nurhayati	FROM MARTO TO MARFELINO, A SHIFT IN NAMING IN GOTPUTUK VILLAGE	
16.30 - 18.00 WIB	PARALLEL 3D		ROOM D
	Syihabul Irfan	MENDADAK "BAHASA INDONESIA": DAYA ILOKUSIONER DALAM TUTURAN M. TABRANI IHWAL USULAN NAMA BAHASA PERSATUAN	
	Mualimin	REQUESTS IN JAVANESE: A CASE STUDY ON READERS FORUM OF PS MAGAZINE	
	M. Abdul Khak	PERGESERAN BAHASA SUNDA DAN BAHASA CINA DI JAWA BARAT: ANALISIS KOMPARATIF	
	Hidayatul Astar	PEMERTAHANAN BAHASA IBU DI DAERAH TERTINGGAL	
18.00 - 19.00 WIB	PRAYING		PAKOEBUWONO
19.00 - 21.00 WIB	DINNER		PAKOEBUWONO
FRIDAY, JULY 6, 2012			
07.30 - 08.00 WIB	REGISTRATION		LOBBY
08.00 - 09.30 WIB	PARALLEL 4A		ROOM A
	Agus Sudono	POLA PILIHAN BAHASA DALAM JUAL BELI DI PASAR TRADISIONAL (STUDI KASUS DI PASAR WINONG, KABUPATEN PATI)	
	Devina Christania, Pradipta Wulan Utami	CAMPUR KODE BAHASA BETAWI DAN BAHASA INDONESIA DALAM KOLOM "ALI ONCOM" PADA SURAT KABAR HARIAN POS KOTA: KAJIAN SOSIOLINGUISTIS	
	Evynurul Laily Zen	SISTEM PANGGILAN KEKERABATAN SEBAGAI CERMIN BUDAYA DAN POLA PIKIR MASYARAKAT JAWA: DULU DAN KINI	
	Sudirman Wilian	THE POTENTIAL LOSS OF SASAK SPEECH LEVEL: A SURVEY OF LANGUAGE USE AMONG SASAK YOUTHS IN WEST LOMBOK	



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08.00 - 09.30 WIB	<b>PARALLEL 4B</b>		ROOM B
	Khristianto, Widya Nirmalawati	MAKING USE THE RECORDED LANGUAGE RELICS IN HUMOR PIECES	
	Mohammed Azlan Mis, Mohammad Fadzeli Jaafar, Norsimah Mat Awal, Hayati Lateh	KAJIAN BAHASA PERHUBUNGAN MASYARAKAT DI SEMPADAN MALAYSIA-THAILAND: ANALISIS PILIHAN BAHASA	
	Sri Mulatsih	SPEECH PLANNINGS ON THE STUDENTS' CONVERSATION (A CASE STUDY OF FOURTH SEMESTER STUDENTS OF ENGLISH DEPARTMENT, DIAN NUSWANTORO UNIVERSITY)	
08.00 - 09.30 WIB	<b>PARALLEL 4C</b>		ROOM C
	Taufik Mulyadin	INDUSTRI KREATIF, ANAK MUDA, DAN BASA SUNDA	
	Veria Septianingtias	ANALISIS DIALEK A DAN DIALEK O BAHASA LAMPUNG: KAJIAN FONOLOGI	
	Yuni Ferawaty	INTERFERENSI BAHASA CINA DIALEK HAKKA PADA ISTILAH PENAMBANGAN TIMAH BANGKA	
08.00 - 09.30 WIB	<b>PARALLEL 4D</b>		ROOM D
	Yuliarni	KONTRASTIF BAHASA MINANGKABAU DENGAN BAHASA INDONESIA DI TINJAU DARI SEGI PREPOSISI	
	Frans I Made Brata	LEXICAL MEANING AND ITS LOSS AND GAIN OF INFORMATION IN TRANSLATION	
	Retno Purwani Sari	DECONSTRUCTION OF IDEOLOGICAL HEGEMONY OF LANGUAGE-CULTURE MAINTENANCE IN SUNDANESE MEDIA	
09.30 - 09.45 WIB	<b>CEFFEE BREAK</b>		PAKOEBUWONO
09.45 - 11.00 WIB	<b>PLENARY 2</b>		PAKOEBUWONO
	Herudjati Purwoko	LINGUISTIC DOMAINS: KEYS TO THE MAINTENANCE OF JAVANESE	
11.00 - 11.15 WIB	<b>CLOSING</b>		PAKOEBUWONO

## **STRATEGIES OF CONSTRUCTING APPEALS IN OBAMA'S VICTORY SPEECH**

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### **Abstract**

*One of important things that a speaker should pay attention in delivering a speech is constructing appeals. By constructing appeals in the speech, it will make the well-organized content of speech to be more influencing and convincing. In addition, constructing appeals in the speech is also primarily essential as it particularly impacts to the audience's feeling. As Baird stated (1981: 19) the feelings toward the speaker are important determinants of listeners' acceptance of the speaker's message. Constructing audience's appeals is an important point in communication in the objective of persuading audience (Baird, 1981:199). By constructing appeals in the message, the speaker can also motivate the listeners to attend the message and to persuade them. In addition, the speaker not only needs to give people reasons for doing or thinking things, we also need to stir their emotions so that those actions or thought are strong and long lasting.*

*As a matured politician having well experienced in public speaking, Obama has many inspiring speeches which achieved immediate popularity around the world. Many of his speeches are broadcasted in video sharing web site like YouTube, garnering many views and being watched by million views around the world. One of his inspiring speeches is his victory speech delivered right after he won U.S. presidential election. Obama's victory speech is a powerful example speech in communication on how to connect with and inspire audiences. He gave his victory speech at Grant Park in his home city of Chicago, Illinois. There were tears of joy in Chicago when America's new president-elect Barack Obama took to the stage to speak to his supporters. It was watched by an estimated crowd of 240,000. Considered one of the most widely-watched and repeated political addresses in recent history, Obama's speech focused on the major issues facing the United States and the world, all echoed through his campaign slogan of change. Obama's victory speech consists of influencing people's beliefs, values, attitudes, and behaviors. He persuaded people when he somehow convinced them, to think what he wanted them to think, feel what he wanted them to feel, or do what he wanted them to do.*

*As a learner, I am interestingly interested to analyze strategies of constructing appeals in Obama's victory speech as it is a model of great powerfully inspiring speech.*

**Keywords:** *speech, constructing appeals strategies, public speaking*

### **I. BACKGROUND**

The success of our delivery will largely depend upon how well we have organized our message and the delivery. One important thing that a speaker should pay attention in the delivery of the speech is constructing appeals. By constructing appeals in the speech, it will make the well-organized content of speech to be more influencing and convincing. In addition, constructing appeals in the speech is also primarily essential as it particularly impacts to the audience's feeling. As Baird stated (1981: 19) the feelings toward the speaker are important determinants of listeners' acceptance of the speaker's message. Constructing audience's appeals is an important point in communication in the objective of persuading audience (Baird, 1981:199). By constructing appeals in the message, the speaker can also motivate the listeners to attend the message and to persuade them. In addition, the speaker not only needs to give people reasons for doing or thinking things, we also need to stir their emotions so that those actions or thought are strong and long lasting.

Obama is a politician, one of the greatest public speakers that America has. He is the first African-American president in American History. On November 4, 2008, Obama won the presidential election, which will make him the 44th President of the United States, succeeding George W. Bush. In addition, the effectiveness of Obama's public speaking is adept at inspiring the emotion of elevation, the desire to act morally and do well for others.

One of his inspiring speeches is his victory speech delivered right after he won U.S. presidential election. Obama's victory speech is a powerful example speech in communication on how to connect with and inspire audiences. He gave his victory speech at Grant Park in his home city of Chicago, Illinois. There were tears of joy in Chicago when America's new president-elect Barack Obama took to the stage to speak to his supporters. It was watched by an estimated crowd of 240,000. Considered one of the most widely-watched and repeated political addresses in recent history, Obama's speech focused on the major issues facing the United States and the world, all echoed through his campaign slogan of change. Obama's victory speech consists of influencing people's beliefs, values, attitudes, and behaviors. He persuaded people when he somehow convinced them, to think what he wanted them to think, feel what he wanted them to feel, or do what he wanted them to do.

As a learner, the writer is interestingly to analyze strategies of constructing appeals in Obama's victory speech as it is a model of great powerfully inspiring speech delivered by one of the greatest American speakers. Constructing audience's appeals is an important point in communication in the objective of persuading audience. By constructing appeals in the message, the speaker can motivate the listeners to attend the message and to persuade them.

## **II. THEORY STRATEGIES OF CONSTRUCTING APPEALS**

Communication has as its central interest those behavioral situations in which a source transmits a message to a receivers with conscious intent of affect the latter's behavior (Miller, 1966: 92). Therefore, the impact of the message could affect he receivers in their latter's behavior. Although someone may have something valuable to communicate, the message will be lost if the delivery is poor (Barker, 1975). Adler, and Rodman (1985: 258) points out that an effective public speech is all about influencing our audience to accomplish one peculiar purpose, or more.

There are various kinds of appeals employed by a speaker in the speech. They are appeal to motives, appeal to audience needs, appeal to reasoning, and appeal to emotions. The following is the list of appeals and its constructing appeal strategies suggested by Baird (1981: 254-264). They are:

### **II.1 Appeal to motives**

The motives (or drives, or needs) cause people to behave. According to one theory, they act in order to reduce their physiological needs, their safety needs, their social needs, their esteem needs, and their needs for self-actualization. We also considered other elements of people's minds; their values, their needs to maintain consistency, and so on. Now comes to the question, how can the speaker use these things? How can the speaker appeal things to listeners? Here are four strategies suggested that may be used individually or in combination to appeal to the things listeners want.

#### **(a) Show utility**

Generally, people do or think something because they believe it will acquire for them something they want. Generally people want the five needs: physiological, safety, social, esteem, and self-actualization.

#### **(b) Relate to audience values**

People have value systems concerning what is right, moral, desirable, and so on, and that they wish to think and behave in ways consistent with those values. People have value systems concerning what is right, moral, desirable, and so on, and that they wish to think and behave in ways consistent with those values.

#### **(c) Create inconsistency**

We saw characteristic of the human mind: the desire to maintain consistent beliefs, attitudes, values, and behaviors. This strategy is showing inconsistency in audience's thoughts or actions, or simply arguing for the thing the speaker wants.

### **II.2 Appeal to Audience Needs**

People already have some idea of what people want the five needs we previously specified: physiological, safety, social, esteem, and self-actualization. Using this knowledge, the speaker can construct messages that offer to satisfy needs presently unsatisfied or to better satisfy needs now receiving only minimal satisfaction.

#### **(a) Promise to help them satisfy unsatisfied needs.**

When a speaker can use this appeal, it is extremely effective. First, the speaker should identify something the audience want but are not getting: inclusion, affection, security, or some other need. Then, during the speech, the speaker identifies that unmet need for the audience and shows them how our proposal will help them to satisfy it. This method of appealing to audience needs can be an extremely effective strategy.

- (b) Promise to help them satisfy needs better.

In our society, most people have most of their needs satisfied to some degree. Thus, instead of promising to satisfy unsatisfied needs, a speaker instead may have to talk about improvements in need satisfaction.

- (c) Promise to help them continue satisfaction of threatened needs.

### **II.3 Appeal to Reasoning**

To achieve persuasion, we have to give people good reason (Baird, 1981:202). Here, the speaker may consider two argument-related matters through which he can appeal to listeners' reasoning processes.

### **II.4 Appeal to Emotions**

An emotion is a mental and physiological state associated with a wide variety of feelings, thoughts, and behavior. Persuasion is most effectively achieved when audience emotions can be aroused (Baird, 1981: 202). There are some actual emotional appeal strategies the speaker might employ.

- (a) Humor.

Many speakers throughout history have been known for their use of humor to persuade their audiences. Happily, scientific evidence tends to support the effectiveness of humor in persuasion. In all situations where humor is appropriate, then, the speaker would be well advised to use it.

- (b) Fear Appeals.

As Colburn's (1968) summary demonstrates, a great deal of research has been conducted to assess the impact of fear appeals, with an equally great number of conclusions being reached.

- (c) Vivid descriptions.

Another way to involve audience emotions in our speech is to use vivid, colorful descriptions, which paint in the audience members' minds realistic pictures of the things the speaker is describing.

- (d) Emotional comparisons.

The speaker might be able to draw comparisons between the things he discusses and other things the audience are emotionally involved in.

- (e) Emotional display

If the speaker wants listeners to feel a certain way, he must first show them that he feels that way us.

## **III. FINDINGS**

The following is the summary table of the frequency of the use of constructing appeal strategies of Obama's victory speech in a complete representation.

No.	Constructing appeal strategies	Sub categories	Total	Percentage
1.	Show utility	Appeal to motives	0	0 %
2.	Relate to audience values	Appeal to motives	10	28, 5 %
3.	Create inconsistency	Appeal to motives	0	0 %
4.	Promise to help people satisfy unsatisfied needs	Appeal to audience needs	0	0 %
5.	Promise to help people satisfy needs better	Appeal to audience needs	4	11, 4 %
6.	Promise to help people continue satisfaction of threatened needs	Appeal to audience needs	0	0 %
7.	One-sided argument	Appeal to reasoning	0	0 %
8.	Two-sided argument	Appeal to reasoning	0	0 %
9.	Humor	Appeal to emotions	0	0 %
10.	Fear Appeal	Appeal to emotions	4	
11.	Vivid description	Appeal to emotions	5	14, 2 %
12.	Emotional comparison	Appeal to emotions	0	0 %
13.	Emotional display	Appeal to emotions	12	34, 2 %
TOTAL			35	

There are three types of appeals employed by Obama in his victory speech. They are appeal to motives, appeal to audience needs, and appeal to emotions. Within appeal to motives, it was found that Obama only used the strategy of relating to the audience values. It has ten data showing appeal to motives; and they are all using the strategy of relating to the audience values. Mostly the values focus on unity, togetherness, patriotism, and American dream. Promising to help people to satisfy the needs better is the only strategy that Obama used to construct appeal to audience needs. It was found that there are four data which employed this strategy. The focus of this strategy mostly on how to satisfy the Americans to get better and get recover from the financial crisis.

The frequent data are mostly found in appeal to emotions. It has the biggest magnitudes consisting twenty one data. It was found that those data cover three strategies in it. Those strategies are fear appeal, vivid description, and emotional display. Fear appeal has four data, vivid description has five data, and emotional display has twelve data. Within fear appeal mostly shows the tough work ahead for America, within vivid description mostly illustrates the impressing story about Ann Nixon, while within emotional display shows the spirit of hopes and optimism of Obama.

#### **IV. CONCLUSION**

From the analysis above I can summarize that frequent data are mostly found in appeal to emotions. It has the biggest magnitudes consisting twenty one data. It was found that those data cover three strategies in it. Those strategies are fear appeal, vivid description, and emotional display. Recommendations are provided for the readers, especially for those who mostly engage with public speaking circumstance. It aims to enable them in conveying the messages well and achieve the objective of communication; beside they would be able to develop their competence in communication. The success of communication will largely depend upon how well we have organized our message and how we develop the delivery. Additionally, there are some suggestions for the readers for the development of the public communication. (1) a good speaker, in public speaking situation, should convey the ideas persuasively and convincingly. (2) a good speaker should endeavor by doing rehearsal to advance the communication competence to gain the speaking proficiency with various techniques, such as the strategies of constructing appeals. (3) a good speaker should be able to select, combine, and develop the strategies of constructing appeals in order to accomplish particular purpose in the speech. (4) a good speaker should always encourage himself or herself to acknowledge the importance of practice and preparation for the speech (5) a good speaker should enrich themselves with the latest issues which deal with his audience.

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